Creative Brief – Organisational Rebrand

Introduction

Portsmouth Cultural Trust wishes to appoint an experienced designer for an organisational rebrand. The current branding is now five years old and no longer fits with the organisation.

About Us

Portsmouth Cultural Trust (PCT) is a registered charity that runs the Portsmouth Guildhall – a historic grade II listed music, arts, entertainment and conferencing venue in the heart of Portsmouth.

Our aim is to inspire, entertain and transform lives through the arts and every year we provide free or heavily subsidised local events and exhibitions so that everyone has the opportunity to participate; especially low income families and hard to reach groups in our local communities. We believe culture should be part of everyone's lives.

250,000 visitors attend the Guildhall every year. 50% of these are from Portsmouth with the remaining 50% from outside the city with the majority of these within an hours travelling time e.g. Southampton, Bournemouth, Chichester, Petersfield, Winchester, Guildford.

We are also in the process of launching a capital campaign for the renovation of the Guildhall. However the building work won't start to 2019 so we need a brand that works for us now and in the future.

How are we seen in the market place

How we are seen at present

- Council run
- Old-fashioned
- Unwelcoming
- Tired

Organisations aims & objectives

We want to be seen as the premier music, events and conference venue in the region and a cultural hub for the city. Our aims are as follows:

Generate income growth through an increase in:

- Secondary spend of visitors to shows, café, galleries, exhibitions etc.
- Number and size of conference bookings (new and repeat business)
- Number of wedding bookings
- Number and size of events (new and repeat business)
- Donations

- Corporate sponsorship
- Volunteer engagement

This increased revenue growth will enable the organisation to mitigate the effects of statutory funding cuts and support the organisations ambition to become self-sustainable.

The increase in income growth will also enable the organisation to be able to continue to fund its events and workshops for older people, children, young people, people with disabilities and people on low incomes

Perceived personality of the organisation

Our current personality is seen as:

- Old-fashioned
- Council run
- Unapproachable

What image is the business trying to portray?

- Welcoming
- Professional
- Charity/ Community Inspired
- Inspiring
- Creative
- Memorable
- Unique
- Exciting
- Sophisticated
- Timeless

Our competitors

Locally:

- The Pyramids - http://pyramids-live.co.uk/
- Kings Theatre - http://kingsportsmouth.co.uk/
- New Theatre Royal - http://www.newtheatreroyal.com/
- Marriott Hotel - http://www.marriott.co.uk/hotels/travel/pmeha-portsmouth-marriott-hotel/

Regionally:

- G Live Guildford - https://glive.co.uk/Online/
- Chichester Theatre - https://www.cft.org.uk/
- O2 Guildhall Southampton - www.o2guildhallsouthampton.co.uk/

Similar Organisations

- The Roundhouse , London

- The Barbican, London
- Royal Albert Hall, London
- Colston Hall, Bristol
- The Sage, Gateshead

The Project

Branding

We need a distinctive brand that accurately reflects who we are and appeals to both our existing and potential customer base. A brand that people want to be associated with which will support us in our aim to grow our income streams. We need:

- Strapline incorporating our USP
- Brand Values
- Brand Identity
- Brand Voice – projecting our personality

Branding should:

- Work across all areas of the organisation e.g. concerts, conferencing, events, weddings, fundraising, learning and participation
- Appeal to our wide and diverse range of customers and stakeholders
- Reflect the building - Guildhall is an iconic and instantly recognisable landmark in Portsmouth
- Be modern but also reflect the buildings heritage
- Represent we are a charity but also a professional organisation

Logo Design

The logo will be used in the following formats:

- Website
- Signage
- Stationery
- Marketing Collateral
- Business Cards
- Engraving/Embroidery
- Social Media
- E-newsletters

Brand Guidelines

Brand guidelines/Style Guide will be required and include logo usage rules, fonts and PMS /CMYK/ RGB/hex colours

Selection Criteria

The Portsmouth Cultural Trust is seeking a design team with fresh ideas and practical and workable solutions which can bring creativity, imagination and experience.

Demonstrable understanding of and experience in:

- Designing for a complex organisation that deals with a diverse range of customers and stakeholders.
- Working with a heritage/arts based organisation
- Both the commercial and charitable sector

Project Timescales

The work should be completed by the **31st May 2017** and will include a review date in **mid-April 2017**

Budget

There is a total budget of up to **£5000+VAT** for this project

Requirements

The Portsmouth Cultural Trust requires all those invited to quote to submit a proposal to carry out this project that covers the following:

- Proposed design project plan and timescales
- Details of relevant experience of working in comparable areas
- CV and fee proposal for undertaking this work, fully broken down.
- Examples of previous work
- Two references are required

Further Information

For further information, please contact Lorraine Pink, Fundraising & Marketing Director, Portsmouth Cultural Trust. Tel: 02393 870181 Email: lorraine.pink@portsmouthguildhall.org.uk

Closing date

The closing date for submission is the **20 Jan 2017 at 5pm** with shortlisted companies invited to present w/c 6 Feb 2017

Submission

Please email proposals to lorraine.pink@portsmouthguildhall.org.uk